

# Look TO THE LEADER ... FOR Leadership

There's only room at the top for ONE... and Power-Bilt golf clubs by Hillerich & Bradsby have maintained their leadership thru the years on sheer quality.

Golfers from coast to coast have praised their fine balance and playability and the Professionals who have sold and recommended them share their enthusiasm.

The new Power-Bilts of course live up to the highest Power-Bilt standards. That there has not been more of them to meet today's demand is due, of course, to circumstances beyond our control. We will continue our cooperative policy with our exclusive Pro-dealers, supplying just as many Power-Bilts as materials of Power-Bilt quality are available to us.

**HILLERICH & BRADSBY CO., INC.**

LOUISVILLE 2, KENTUCKY



# MacGregor's GREAT

FOR SUPPLYING YOUR  
OF FINE GOLF  
are fast

If you, personally, this very day, could be ushered on a see-for-yourself tour of the mammoth MacGregor plant, you'd note the immense progress which has been made in equipping a vast empty shell of a building only a few short months ago to the most modern golf equipment manufacturing plant in the world today. It has been no little task . . . because MacGregor made no little plans. And there were obstacles to be sure . . . and delays . . . machinery priorities and material shortages . . . which everyone knows are seriously hampering progress in almost every industry these days. Our great plans were made with you, our valued professional friends, in mind. We vowed to make it possible,



# PLANS

FULL REQUIREMENTS  
EQUIPMENT

# materializing for '47

as quickly as we could do so, to supply you with ALL of the high quality golf equipment that you require . . . the quality that you and your customers long have recognized and valued in MacGregor merchandise. Our professional staff has approved the new models for MacGregor's 1947 line of golf clubs. We are fast readying it for the coming season. MacGregor Golf, Inc., 4861 Spring Grove Avenue, Cincinnati 32, Ohio.



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THE GREATEST NAME IN GOLF

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Office of the Marina Golf School.

respect to the best ball for his game is definitely a pro service. You and I know that the balls account for a few strokes difference in the games of better players and probably more strokes when the high handicap player uses a thin-covered high-compression ball.

This is a tough, but important, point to get across to the common golfer but I am sure that my bulletin helped make the point sink in.

A bulletin also goes into detail about the importance of having golf clubs exactly fitted to the player instead of buying sets at random. Again, I hardly need to remind any pro that I could sell many more clubs than I am able to get. But these bulletins look ahead. There is going to come a day when golf club production will be large and there will be a great many retail outlets for them. I want myself protected then by having my people know the plain common-sense of buying clubs fitted by a specialist who knows their games.

#### Foresight in Pro Service

I certainly have been convinced by innumerable incidents that the pro who is constantly keeping in mind the long range idea of his relations with his customers has every sale an ad that helps make future sales.

In this respect, the pro has to be especially careful in the sale of shoes. Particular attention should be paid to the comfort of shoes rather than being governed entirely by the looks. I feel very happy when a customer comes in or phones and says: "Fred, I played today and the shoes are great. They feel like I had worn them for months." Every time, for years, when that player wears those shoes he may be reminded of the highly satisfactory purchase he made at my shop.

Lessons have been like clubs, balls and bags. The demand has been greater than

the supply of lesson time available. Again, in the golf school, the pro has to be a careful businessman. Time is money for him. Yet I always have felt that golf cannot be taught hurriedly. I often find that I accomplish much more during the last 10 minutes of a lesson than during the longer time previous. In between the lessons I insist on supervised practice. In that respect I believe the school pro may have an advantage over the club pro who cannot supervise practice as closely as one can when the pupils are in nets.

Feel of a correct swing, of course, is highly important for the pupil to acquire, but feel is the most difficult thing in the world to teach. Teachers of any manual performance will confirm that statement. However, what I can and do teach in helping the pupil acquire correct sensing of the swing, is the REASON WHY the ball was topped, hooked, sliced or otherwise improperly hit.

I specialize in introducing a "starter" of 6 lessons, (with practice when necessary). My pupils at the end of this series of golf lessons are able to give you most of the answers,—in other words explain the cause of the result, whether good or bad.

In conjunction with the lessons, I also make a point of checking their golf equipment, and repair it as needed. I impress them with the idea that slamming clubs down in the bag, and dropping the bag on the course, rather than setting it down gently, are points to watch.

In the golf business the golf professional makes many friends, particularly among his pupils. With this in mind I make my place of business a place of comfort, and try to have all conveniences for the golfer. Many of my customers drive over probably just for a golf chat, and to hear anything I may have new for them in the way of golf gossip. Some come in for a friendly game of bridge, or to practice their golf shots, or to read my library of golf.

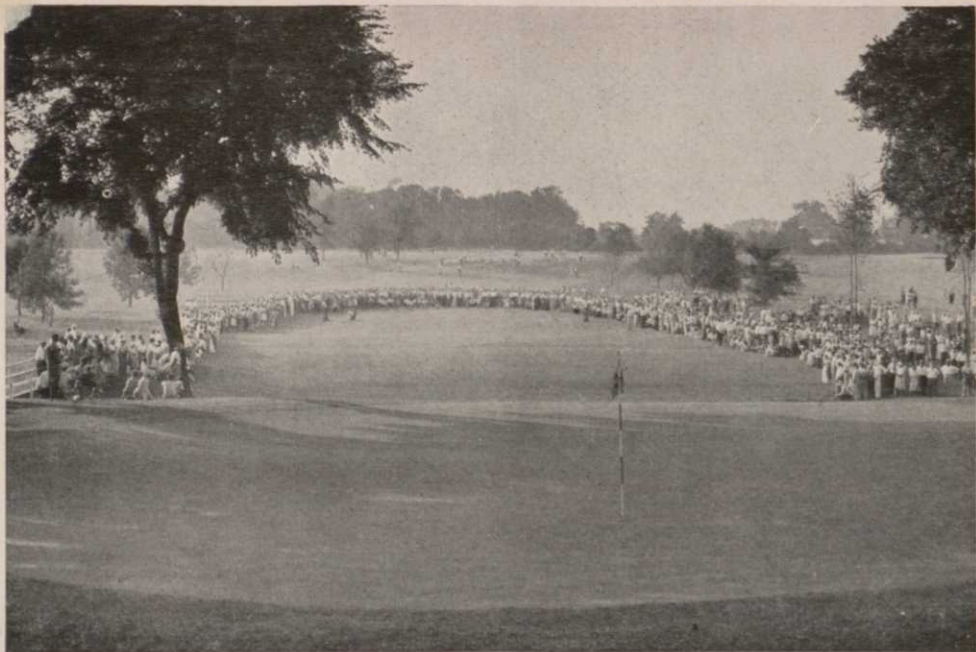
In the evening every once in a while I show motion pictures of the golf stars in action, and other sport shots, with a 16MM projector. This meets with great success, and at a later date I intend doing lots of photographic work on golf.

I, as a rule, compete in most of the near-by golf tournaments. Upon my return to the city my clientele is more or less interested to know just what went on, so we spend some pleasant times chatting about "thisa and thata."

I myself feel we pros are engaged in the finest sport there is. The duty of every golf professional is to make every effort towards the betterment of golf in every respect.

Make the customer feel at home; give

(Continued on page 62)



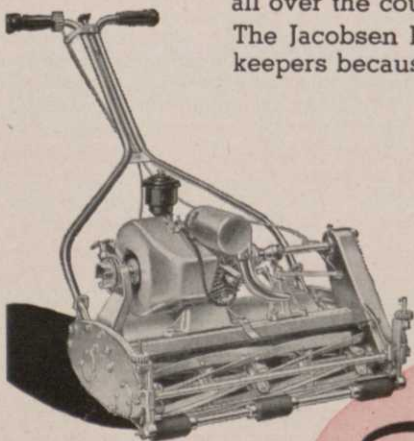
## CHAMPION PERFORMER

★ JACOBSEN POWER GREENS MOWER — FOR 19 YEARS THE PACESETTER IN ITS FIELD

Championship play requires championship playing conditions. It is significant that at Tam O'Shanter, as on fine courses all over the country, Jacobsen mowers are key units.

The Jacobsen Power Greens Mower is preferred by greenskeepers because it cuts bent greens perfectly. No other type of equipment — either hand or power driven — excels it for this work.

The Lawn King, the Lawn Queen and other Jacobsen models used extensively on golf courses are distinguished for the same quality standards that are built into Jacobsen Greens Mowers.



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PIONEER IN THE DEVELOPMENT OF POWER MOWING EQUIPMENT

Fall, 1946

35

# Fast Rise of Course Costs Worries Greenkeepers

By **WALTER E. LANGTON**

Greenkeeper, San Gabriel (Calif.) Country Club

It is no use hiding the fact that greenkeepers are up against a tough proposition in even maintaining the status quo, let alone making the necessary improvements that need to be made after so many years of neglect. Today, they are called upon to produce an improved layout with very little increase in allowance. Most of them are doing their best in trying to solve this almost impossible task, and quite a few are much concerned about their future in not being able to meet the requirements asked of them. The question has been discussed by greenkeepers in solemn conclaves, and it is only by publishing the results of the findings at those meetings that facts can be brought to the attention of those in authority.

During the summer I took an extended trip along the whole length of the Pacific Coast. I journeyed from Vancouver to Trenton which is 180 miles east of Toronto, then south to Chicago and home to California. During the trip, I saw many golf courses and spoke to quite a few greenkeepers. They all seemed to be afflicted with the same problem of trying to improve conditions without unduly raising costs. It is not my intention to name either clubs or greenkeepers, but to try to set forth, in an impartial manner, facts as I found them. I want to be fair to club officials and state their side of the question, and to lay all the cards on the table from a greenkeeper's point of view. It is only by this means that we will be able to meet on a common ground and try to find a solution to a very important problem.

Since the war ended, and even during the last 2 years of the war, most clubs have added many new members; some clubs have doubled their membership rosters. Most clubs have increased the entrance fee. There seems to be no difficulty in acquiring new members, but very few clubs have increased monthly dues.

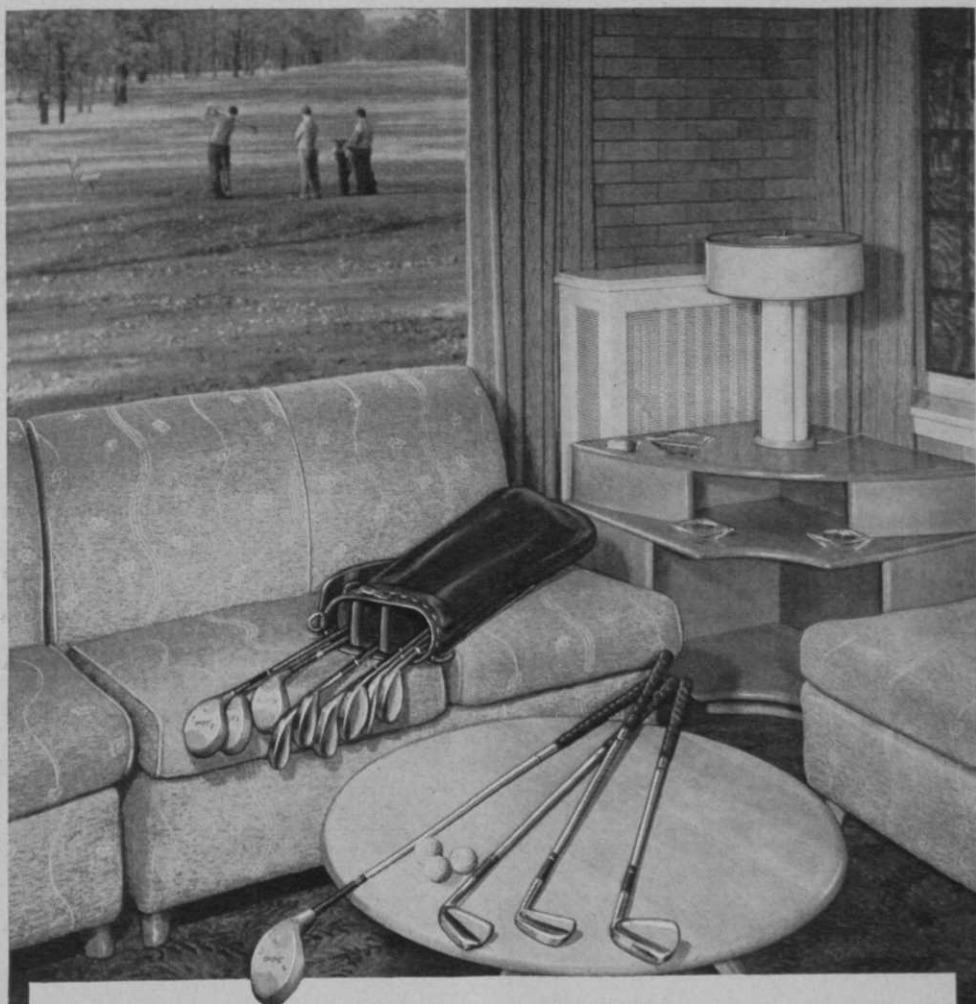
With this added income, it is only natural for club officials to try to catch up with some of the work that has been neglected during the last 16 years, for during the war it was almost impossible to secure competent help, and during the depression, greenkeepers knew that very little money was available for maintenance.

## Adjust to Today's Costs

There is nothing wrong in trying to improve playing conditions and in constructing new buildings to make it more pleasant for members. Club officials are elected each year and when elected have a duty to perform to the members who elect them to office. Seeing this increased revenue, they immediately start to create new work to beautify the grounds, improve playing conditions on the course, and to win their spurs by obtaining the good wishes of all the members. I have lived long enough with clubs to know that all Boards of Directors wish to improve the condition of both grounds and clubhouse. This is a meritorious ambition, but where the mistake is being made is in overestimating the club's increased revenue and making it tally with present day costs. It is just a simple case of arithmetic.

Suppose a club has increased its revenue from \$5,000 to \$10,000 per month and has had needed work done that has upped costs from \$4,000 to \$12,000 per month. It is easy to see that the club will soon be in the red. That is what greenkeepers are up against today. How can improvements be made when the present revenue does not meet increased costs? This problem is making a lot of greenkeepers grey-haired and is somewhat bewildering to club officials. What man among us could have forecast the inflationary condition that exists today, and is there any among us who can predict accurately what will happen next year? The only sensible thing to do is to see that expenditures do not exceed income, to postpone great improvements until things are more normal, to buy what is necessary for good maintenance, and to so arrange the labor-force so that we can obtain a maximum of results with the smallest amount of time and effort.

To think that we can do differently than we have been doing during the last 16 years, imagining that we are living in a new era with money to burn, is to be living in a fool's paradise. The facts are these: whatever we buy today, whether it be meat or seed, eggs or fertilizer, vegetables or hose; paint, machinery, flags, towels, cups, and the thousand and one things that are required to run a golf club are upped in



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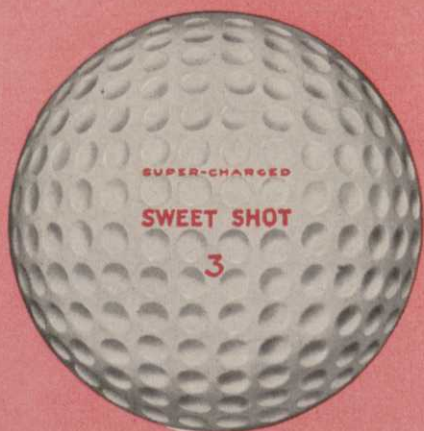
MIKE BRADY

BOB MACDONALD





# READY NOW!



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**SWEET SHOT**

*Pro Distribution  
Exclusively*

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**R**REAL RUBBER is back—and so is the Super-charged Sweet Shot—packed with the power of our exclusive high compression construction—true in flight and accurate on the putting green, because each ball is X-Ray tested to assure perfect balance, durable because of an exclusive vul-

canized cured cover—thin but tough.

Pro only distribution—as always—for the Super-charged Sweet Shot assures you all the benefits of constantly growing player satisfaction with this great ball.

Quantities are limited by available supplies of natural rubber. For information, we suggest you write promptly.

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# WORTHINGTON

**WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER**

# Training Program Is Help for GI Assistant Pros

A pattern for pro business training is beginning to take shape as one of the educational programs under the GI Bill of Rights. The necessity of formulating a plan acceptable to educational authorities who must approve a schooling schedule before the pupil can receive government aid in training has crystallized much discussion promoted by the PGA educational committee headed by George Aulbach.

Because of the lack of pro business schools such as greenkeeper and manager students have available the student pro has to get on-the-job training. The division of time over a 2-year period of training naturally is tentative. In the case of the program Harry L. Moffitt, Heather Downs CC, Toledo, pro and Ohio and national PGA executive, presented to the Ohio State Department of Education the time allotment followed closely the experience of veteran pros who have selected and trained assistants who have become excellent master pros.

Pros who have studied the Moffitt schedule rate it highly as a practical on-the-job program. Adjustment to a school-room program would consist mainly of adding such subjects as advertising, public speaking, preparation of golf radio scripts, relations with other department heads of clubs and with officials, preparation of club tournament programs, pro shop layout and furnishing and promotion enterprises such as high school, industrial organization and newspaper classes.

The difficulty of attracting into pro golf the most desirable type of young men who are willing to qualify by receiving competent and thorough training has foresighted veteran pros bothered. The GI help is the one thing that helps fill the gap between the money the master pro can afford and the money the green assistant needs, hence master pros' keen interest in the on-the-job training plan.

## Eventually Pro Schools

Eventually there will be pro training schools, at least in the winter, according to the opinion of many experienced professionals. They point out that the tournament pros who have more than a half-million dollars annually in prize money receive generous financial help from manufacturers in promoting tournament activities. They cite this as a precedent for eventually obtaining help from manufac-

turers in establishing and conducting a school that will promote the development of millions more golfers and the sale of many million dollars worth of equipment. The argument further puts the problem into the PGA's lap, with many of the club pros claiming that the PGA freely gives expert and valuable help to the pros who compete for rich tournament prizes but do not share the expense of promoting tournaments, hence the association should make an equitable division of its funds and efforts in increasing the business of the club pros.

That debate, which has been going on for some years, again will be on the informal docket at the PGA annual convention.

At that time there is certain to be considerable interest given to the Moffitt program which Harry worked out with the help of the Toledo office of the Ohio Department of Education, Veterans Training and Education Service division. In Ohio it is necessary to make 5 copies of the program and 5 copies of a "Request for Approval" form. Then the veteran applicant contacts the veterans' administration and fills in an application for the training benefits, and other forms.

Moffitt says:

"The number of hours listed for training and the number of months per year can vary according to the program the individual pro desires, so the figures in my schedule are not necessarily the figures another pro should use. Much depends on the state department of education and the local Educational people can be of tremendous aid to anyone planning such a program."

## The Moffitt Training Plan

The Moffitt program as approved by the Ohio State Department of Education:

### 1. JOB DESCRIPTION

GOLF PROFESSIONAL (Amuse. & REC. Education), 0-57.03, instructs novices and players who wish to improve their skill in golf play: represents golf club or course in various tournaments: repairs and sells golf equipment: organizes and conducts tournaments: may advise on construction and maintenance of golf course: may supervise caddie master in training and control of caddies.